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in addition to networking with leaders of the accounting IT profession throughout the U.S. and Canada.

Jun. 09, 2020



The Information Technology Alliance (ITA), an independent membership association of leading mid-market technology professionals, consultants and product/service providers in North America, today announced the first ever **virtual ITA Collaborative**, with tracks and sessions to be held via Zoom between July 21 and August 12. The Virtual Summer Collaborative will be comprised of the following tracks:

- **Internal Technology Leaders Sessions**, July 21-23 (open to all attendees)
- **Consulting & Reselling Sessions**, July 27-29 (open to all attendees)
- **Large CPA Firm Innovation Summit**, August 11-12 (by invitation)

Attendees can expect a full session agenda designed for ITA members and guests, in addition to networking with leaders of the accounting IT profession throughout the U.S. and Canada. ITA members include accounting IT consultants, service providers, software publishers, and the internal technology leaders of many of the largest CPA firms in North America.

“Our decision to take the ITA Collaborative virtual for the first time opens up new

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<https://www.italliance.com/events/2020-virtual-collaborative/>

The ITA is an independent, not for profit, professional association of leading CPA firms, consulting firms and technology vendors whose purpose is to share information and build relationships that improve the way its member firms, and their clients, do business. Because the ITA membership roster consists of some of the most highly regarded mid-market technology professionals, consultants, and product/service providers, ITA often employs its collective influence to act as an authoritative voice for the IT profession. The ITA membership shares the common goal of providing products and/or services to the small and mid-sized business community. For more information on ITA, go to www.italliance.com.

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